

FIG. 1

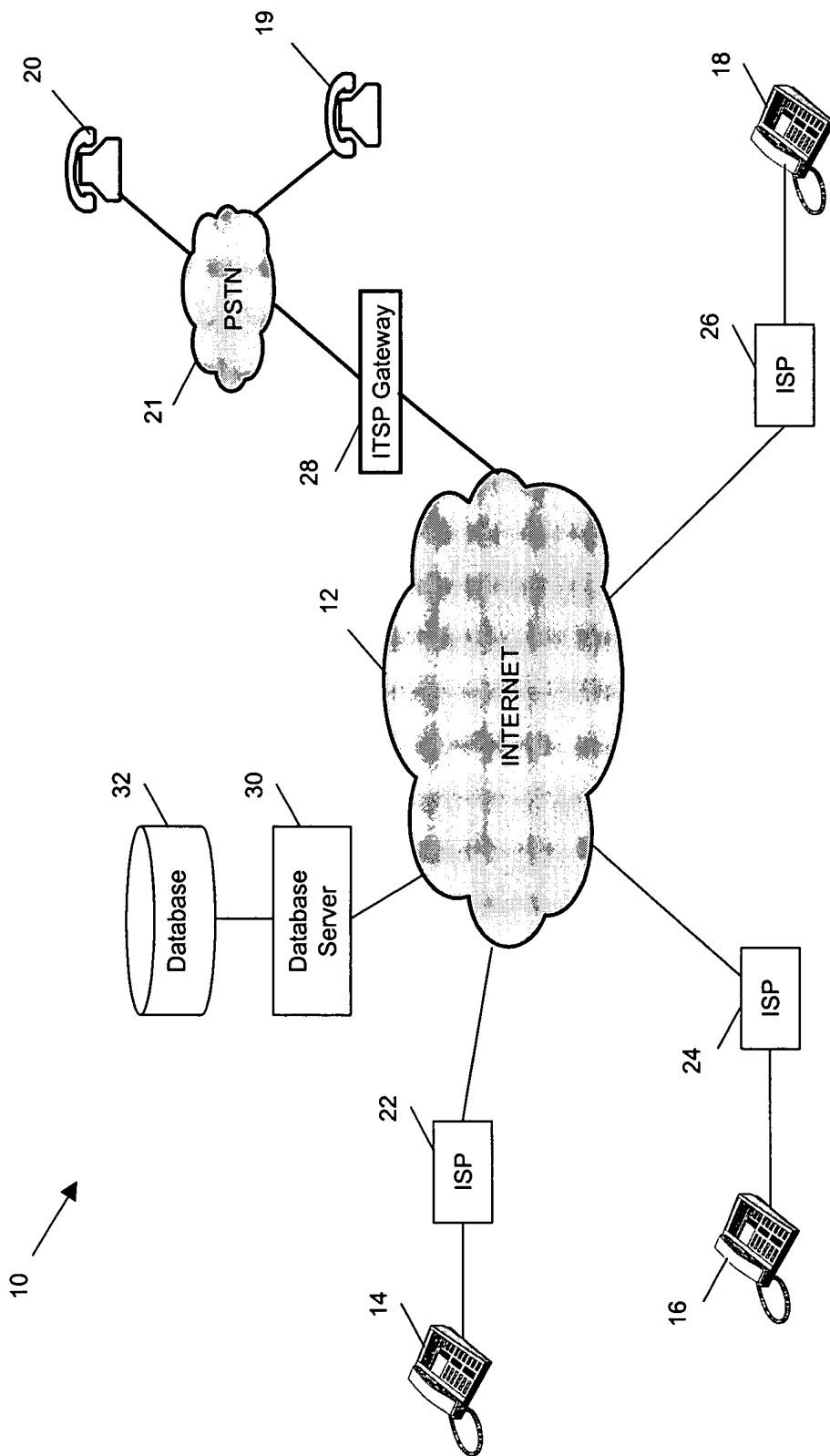


FIG. 2

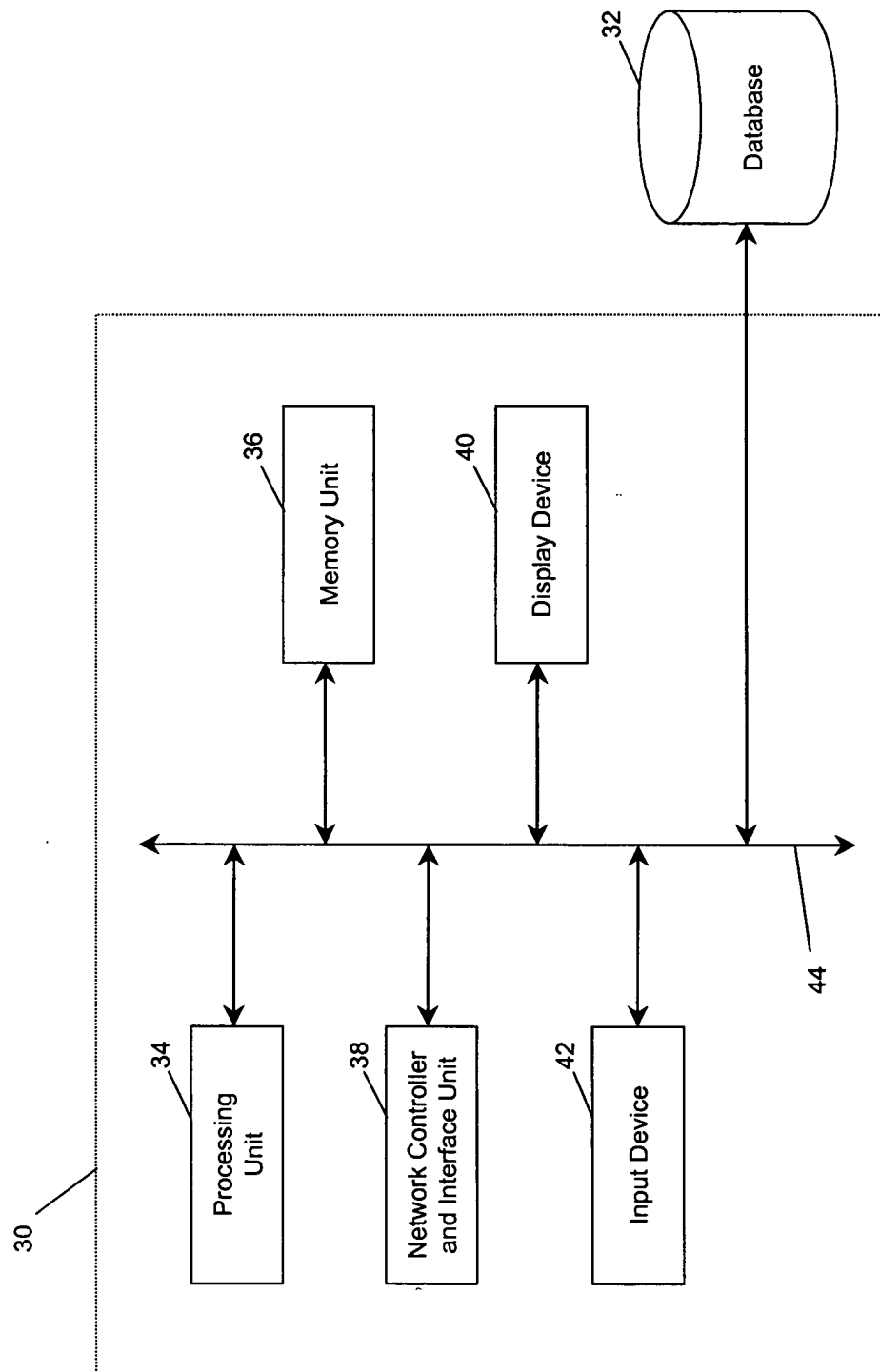
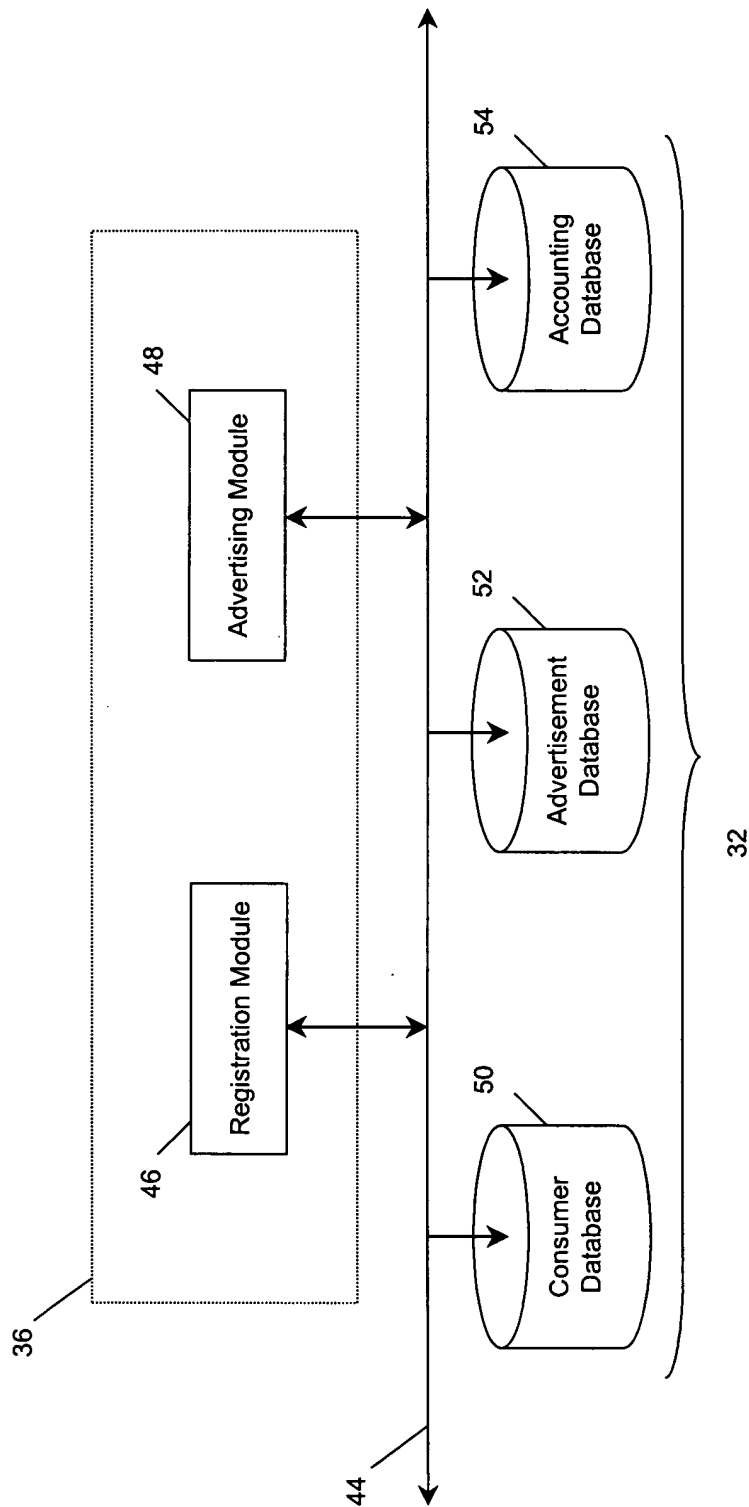


FIG. 3



# FIG. 4

50

Gender (1=Male; 2=Female)	Age Group (1=0-11 yrs.; 2=12-20 yrs; 3=21-35 yrs.; 4=36-50 yrs.; 5=50-65 yrs; 6=over 65 yrs.)	Annual Income (1=\$0-\$25,000; 2=\$25,001-\$40,000; 3=\$40,001-\$65,000; 4=\$65,001-\$85,000; 5=over \$85,000)	Hobby/Interest (1=stock market; 2=sports scores; 3=fashion; 4=dining out; 5=music)	Consumer Profile	Consumer Code
1	2	1	2	1212	0018783902
1	6	3	1	1631	0186532497
2	2	5	4	2253	2380001127
1	3	4	3	1344	0000488925
⋮	⋮	⋮	⋮	⋮	⋮
2	5	4	4	2541	1095600488
⋮	⋮	⋮	⋮	⋮	⋮

# FIG. 5

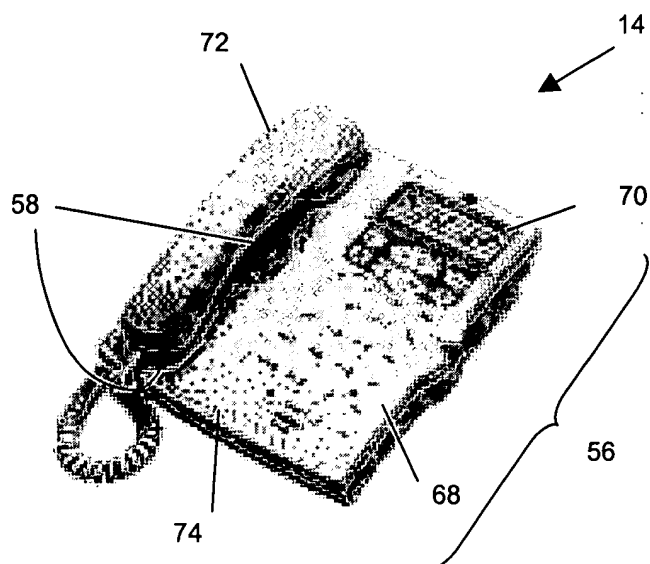


FIG. 6

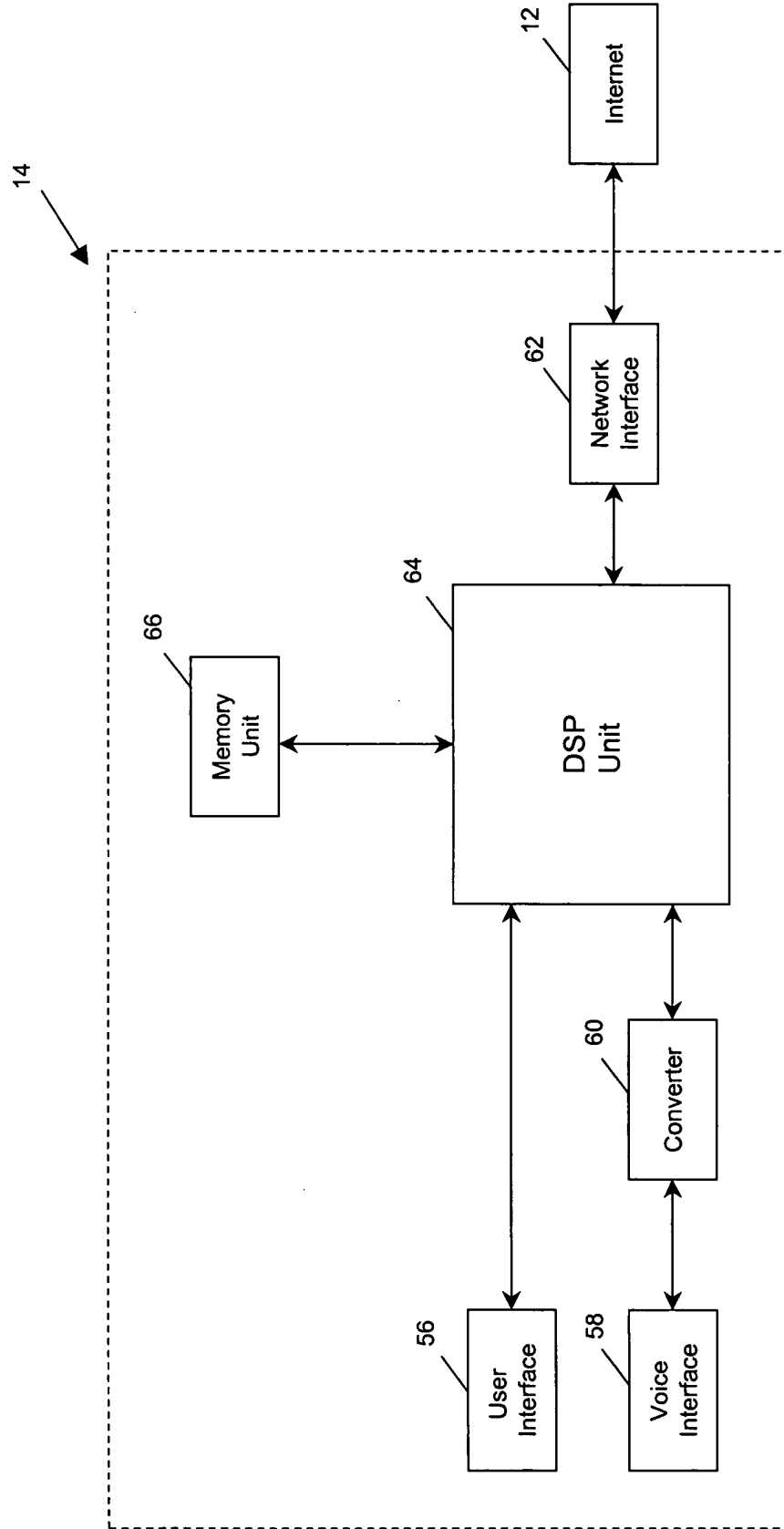


FIG. 7

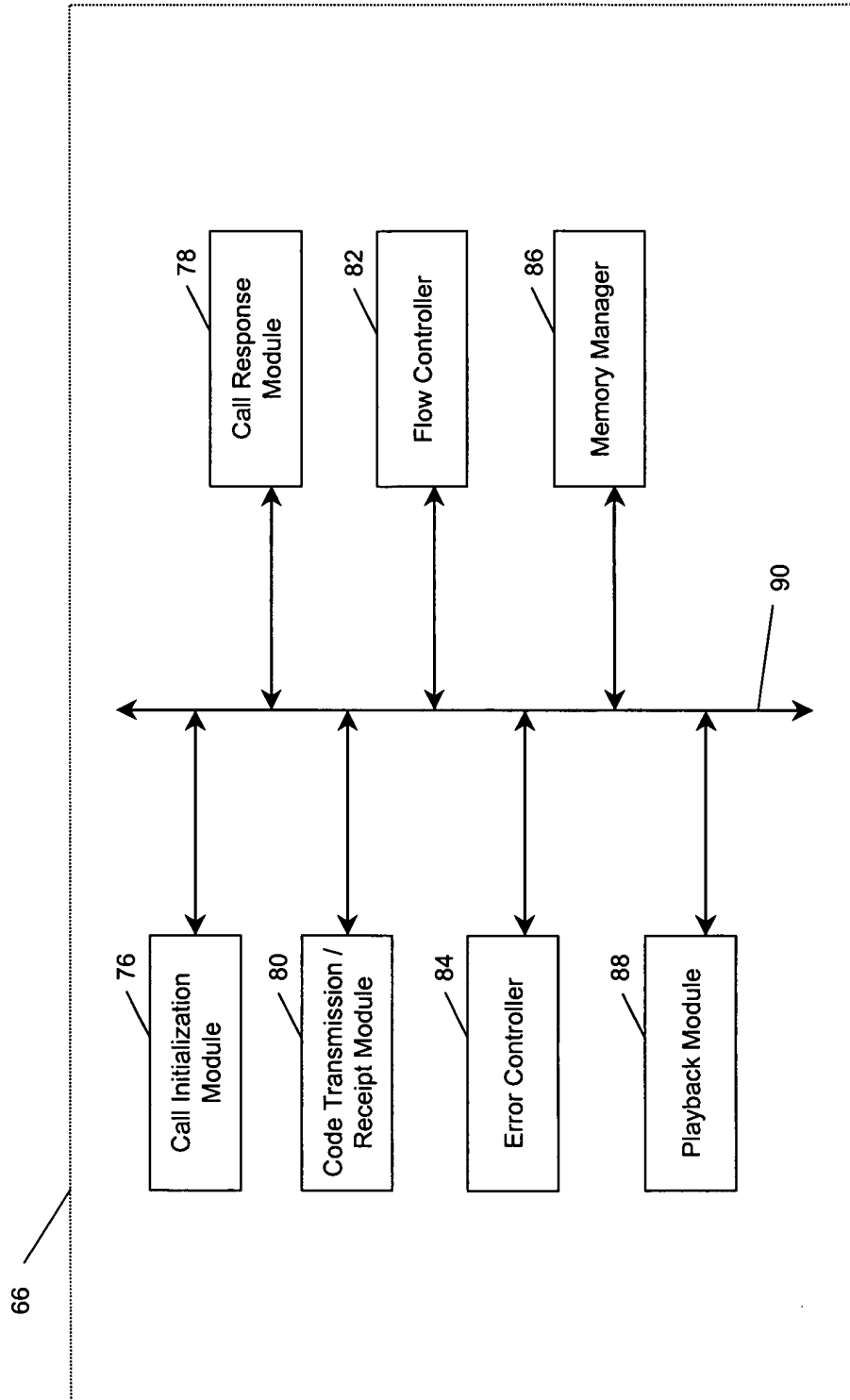
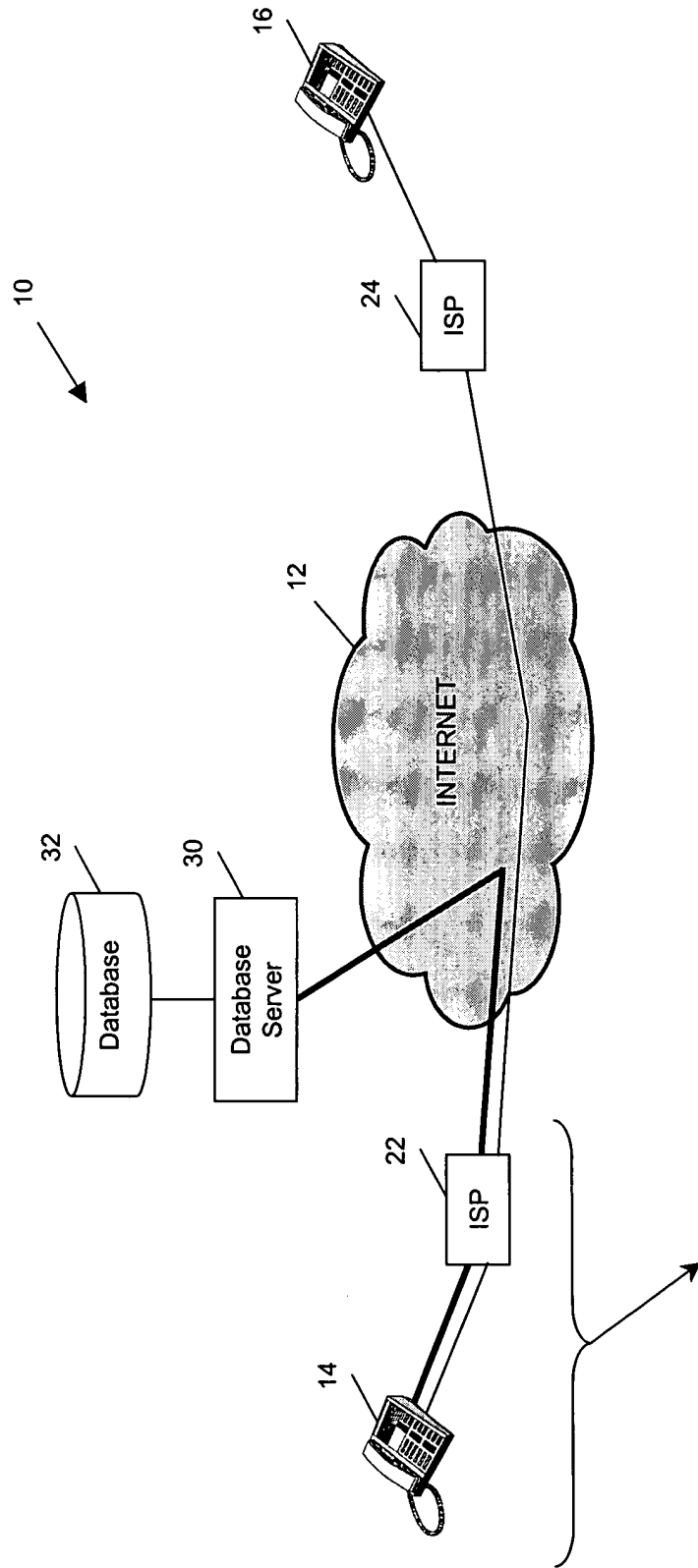


FIG. 8



(56 kbps, connection rate) - (12 kbps, voice communication) - (14 kbps, safety margin) = 30 kbps, available bandwidth

# FIG. 9

86

Memory Location	Available to Store New Ads?	Advertisement	Last Played	Play Ad for which Consumer Profiles? (* = wildcard, or placeholder)	No. of Times Played	Consumer Codes
1	Y	0884487753	8-04-00; 9:05:01am	1 2 *	2	0018783902 1554896770
2	N	0001589643		2 2 * 3	0	
3	Y	0000879041	8-05-00; 3:14:56p	2 * * 4	3	2380001127 1095600488 0008749554
4	Y	1986247730	8-02-00; 3:14:16p	2 * * 4	2	2380001127 0008749554
5	N	1001197834		1 4 * 2	0	
6	Y	0532130784	8-11-00; 12:32:55p	* 2 * *	1	0018783902 0186532497
7	Y					
:	:	:	:	:	:	:



FIG. 10

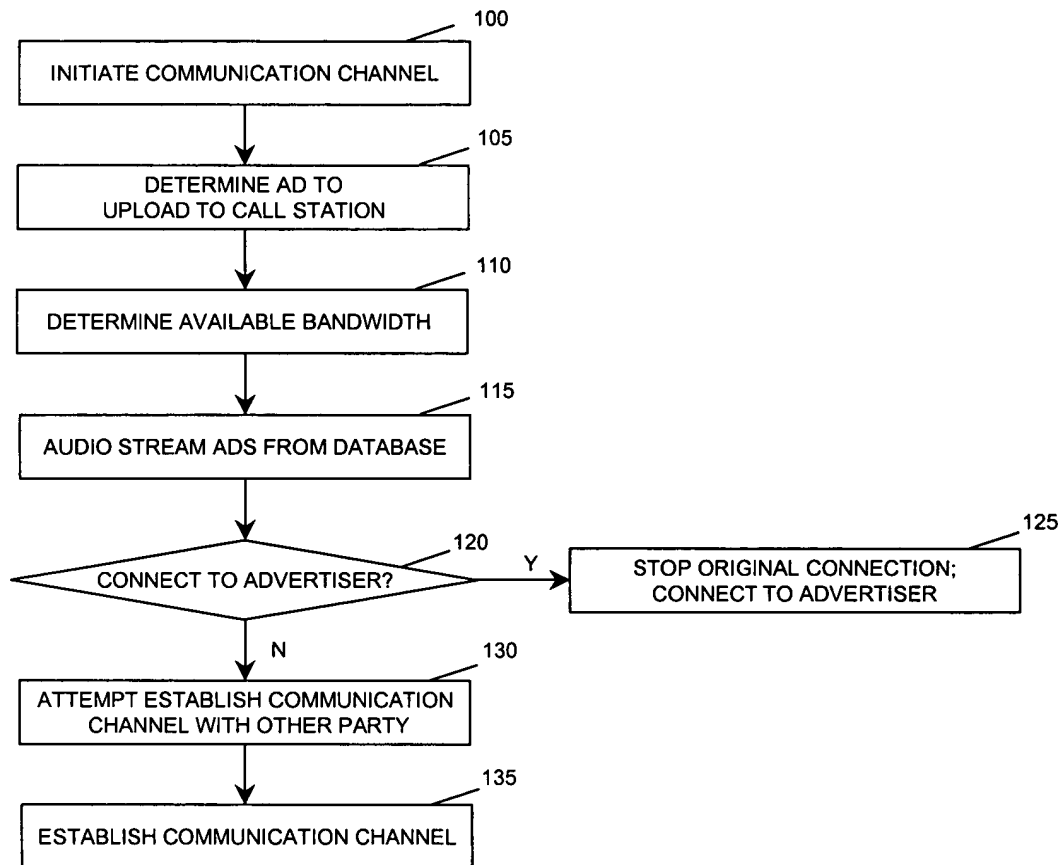


FIG. 11

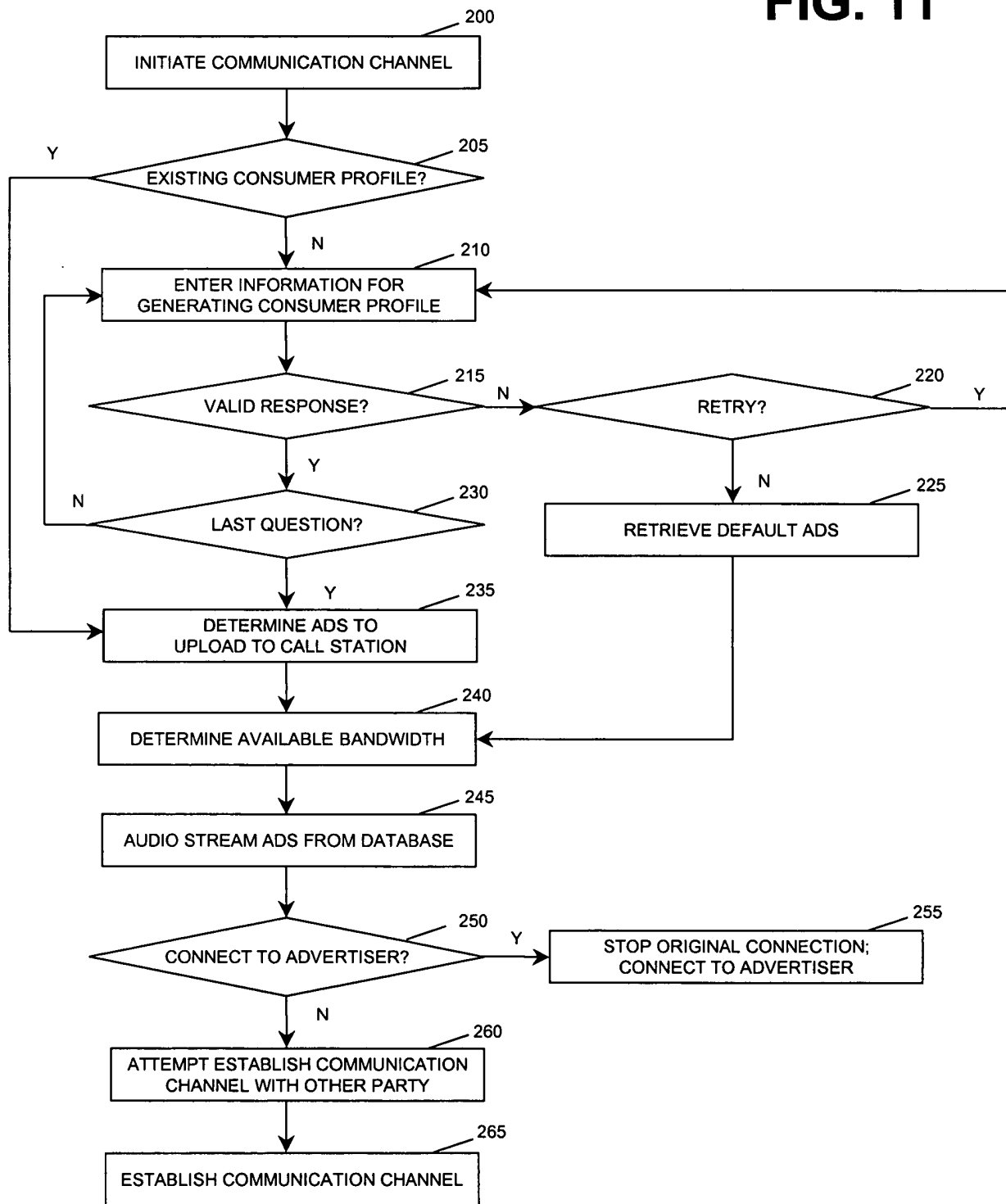


FIG. 12

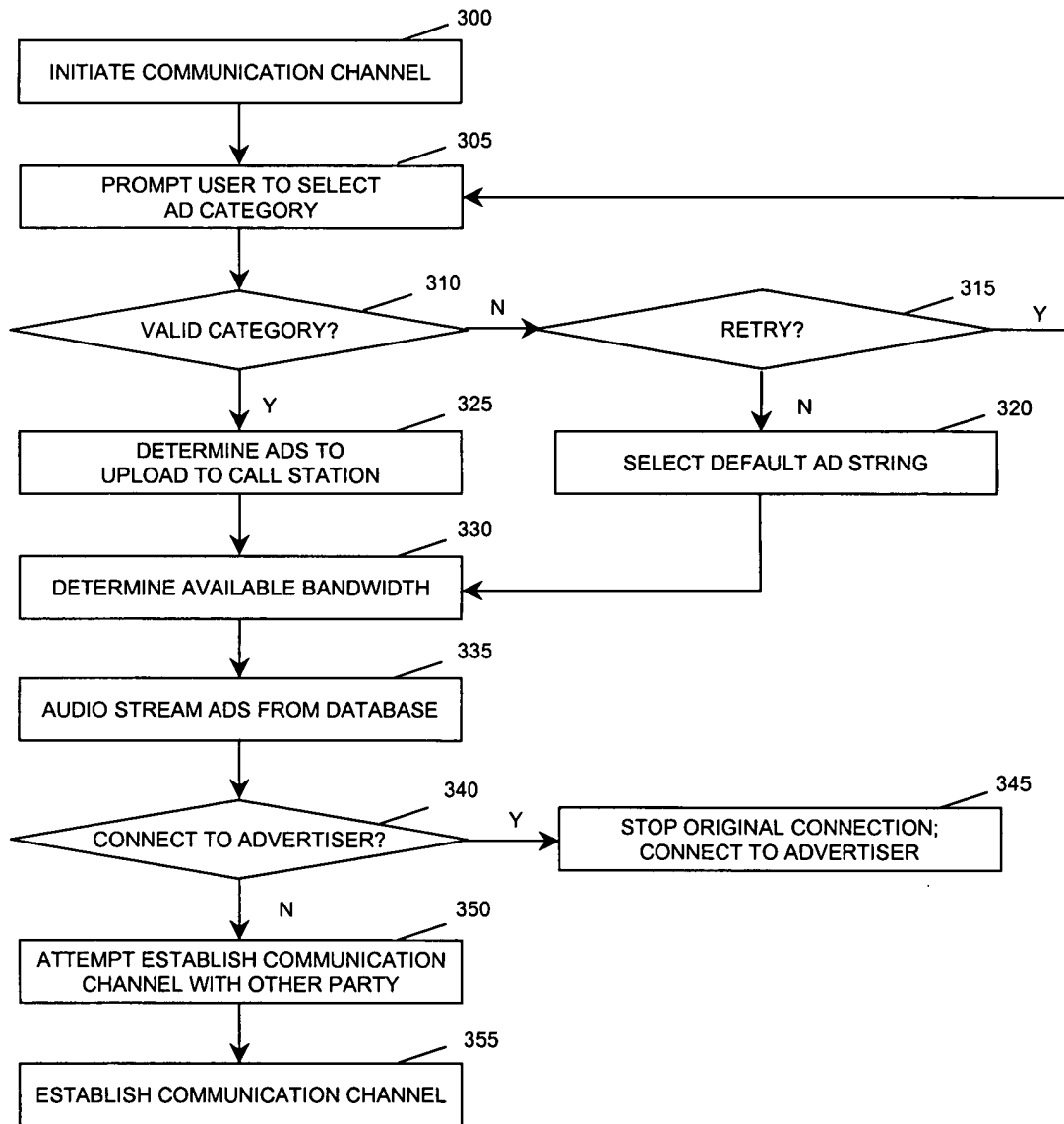


FIG. 13

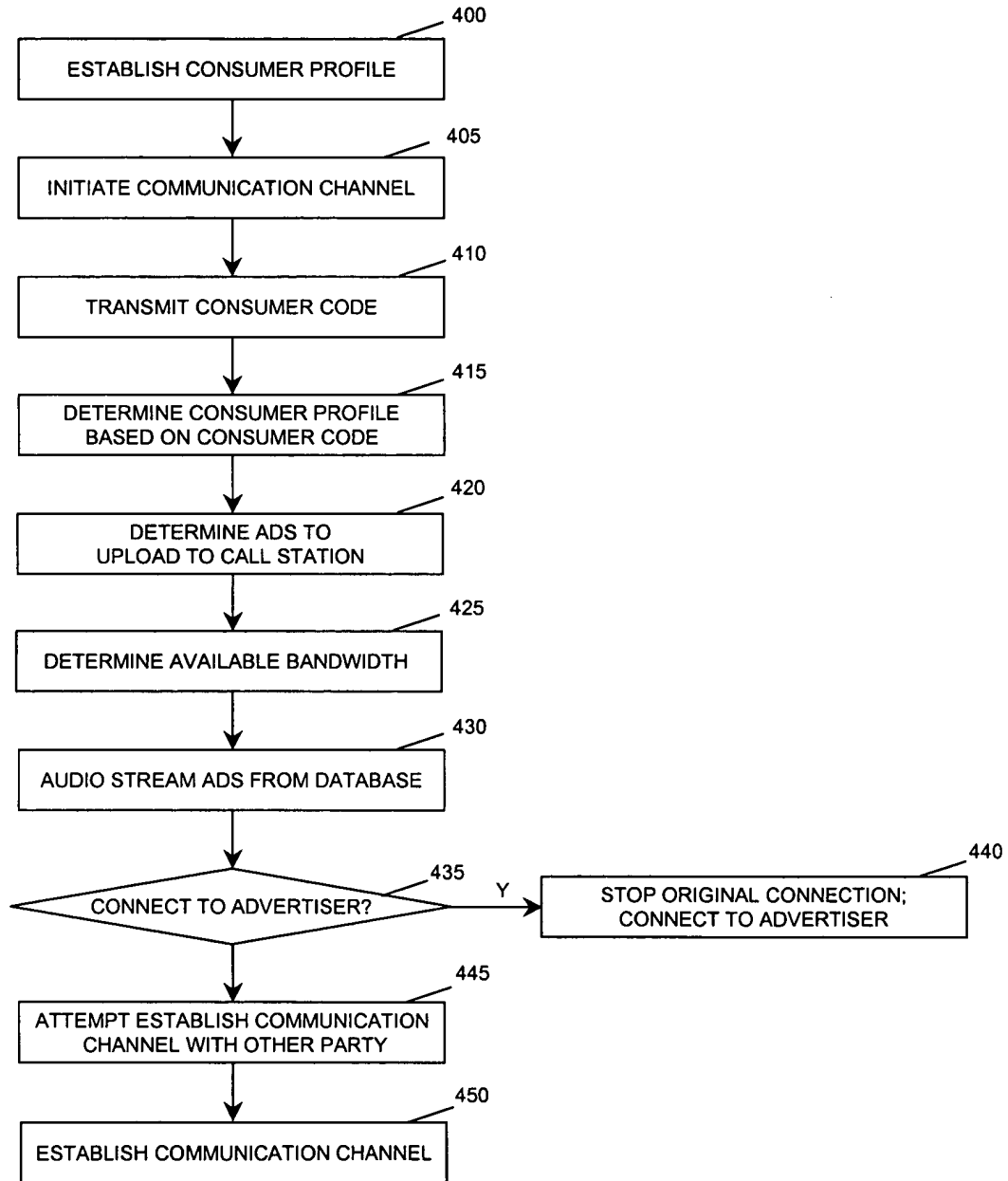


FIG. 14

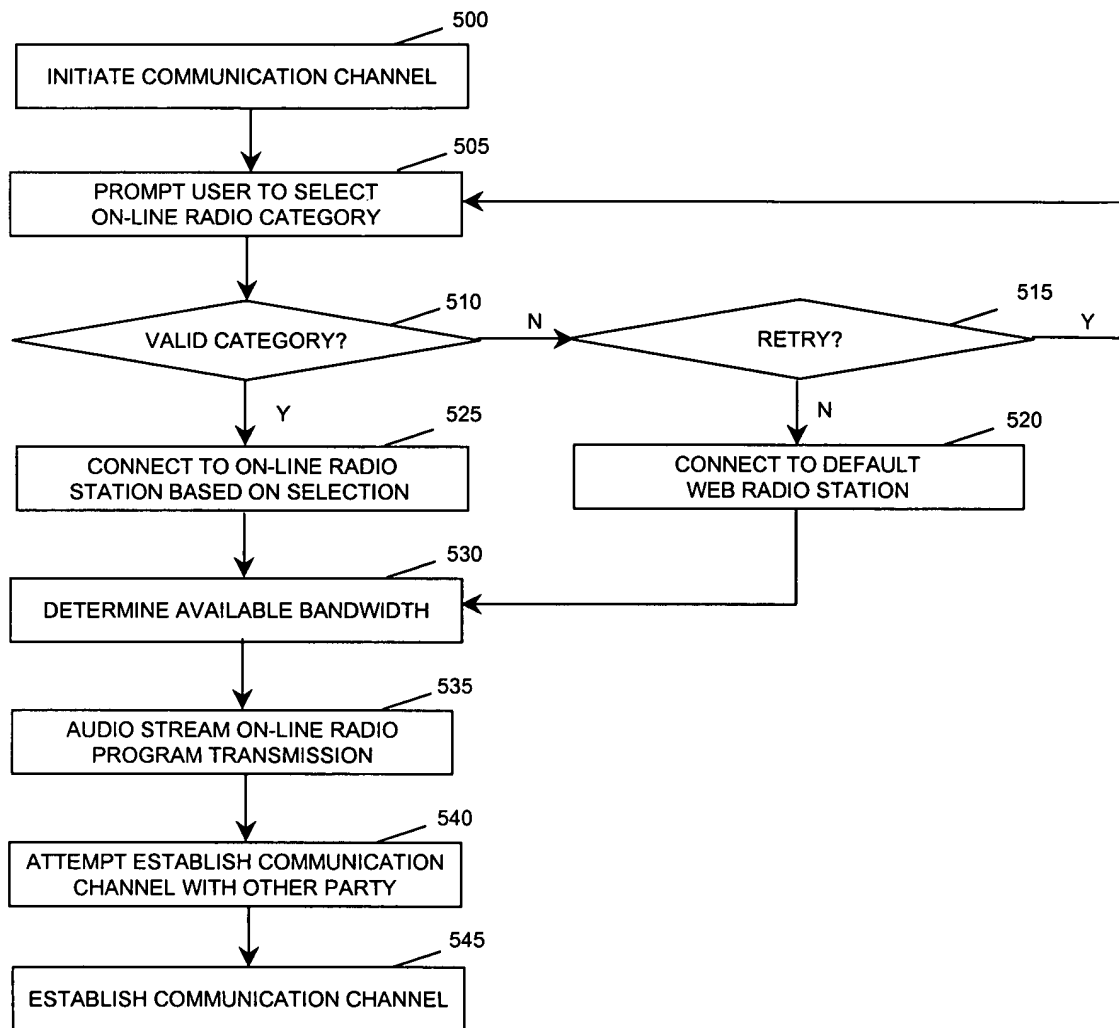


FIG. 15

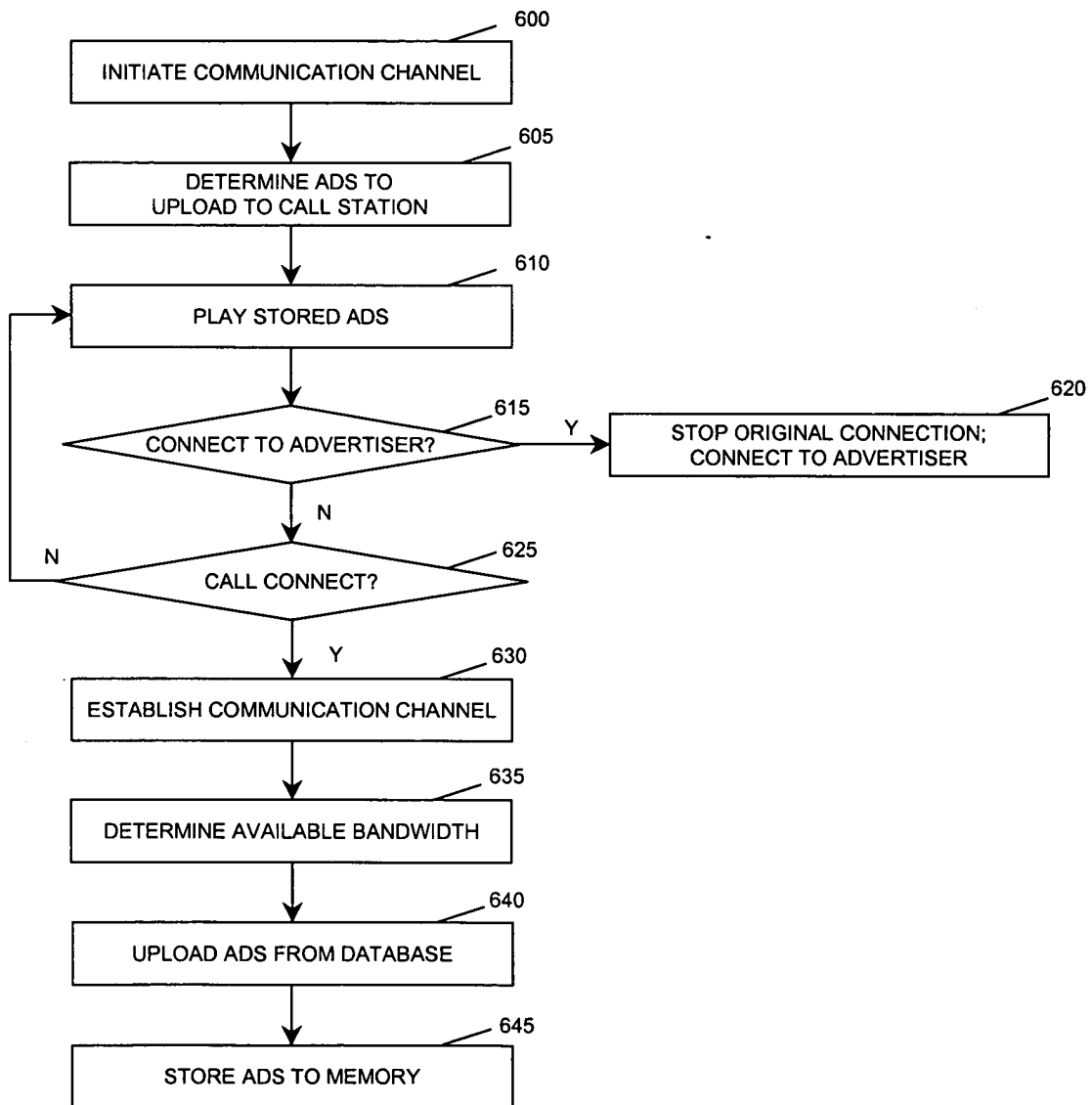


FIG. 16

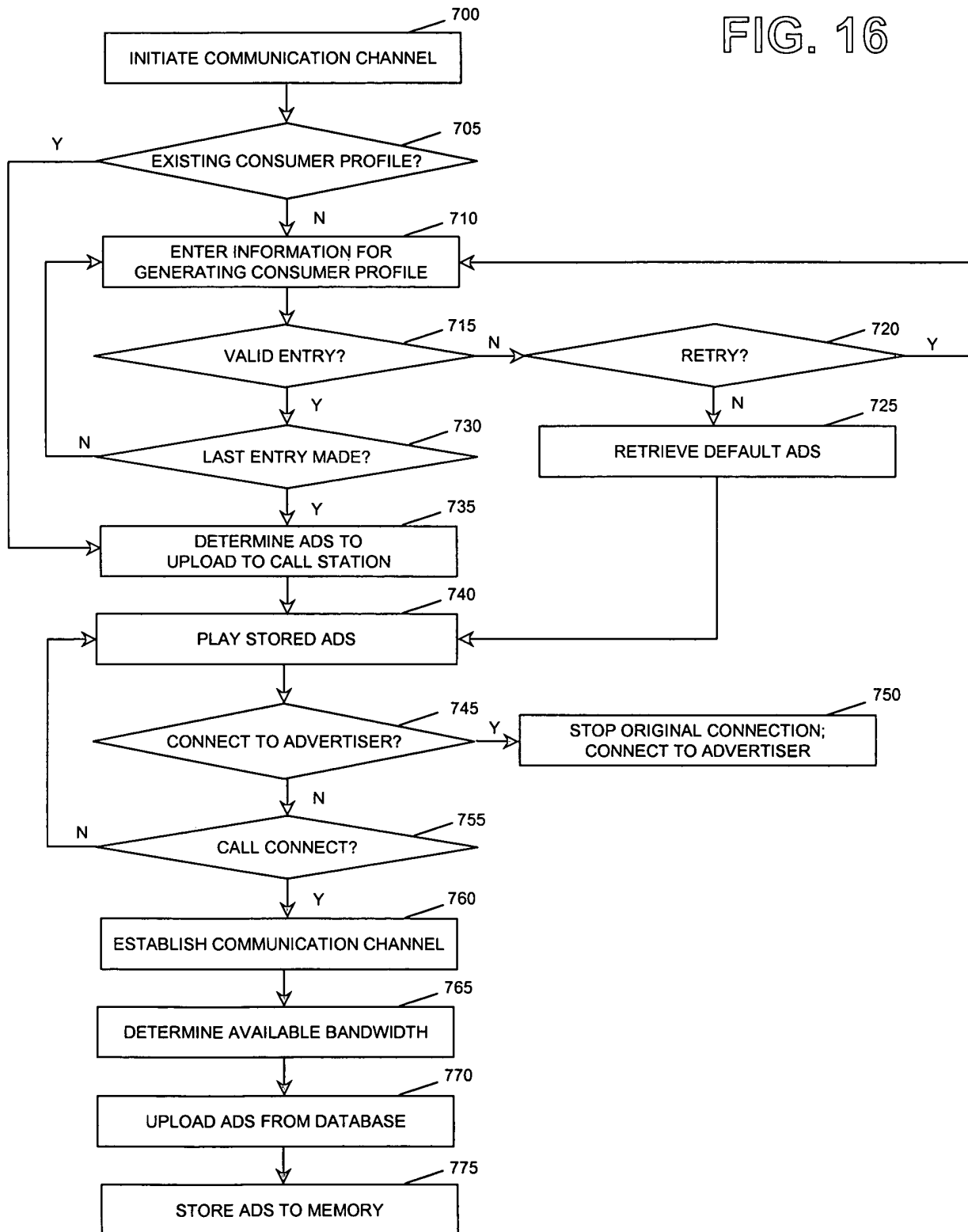


FIG. 17

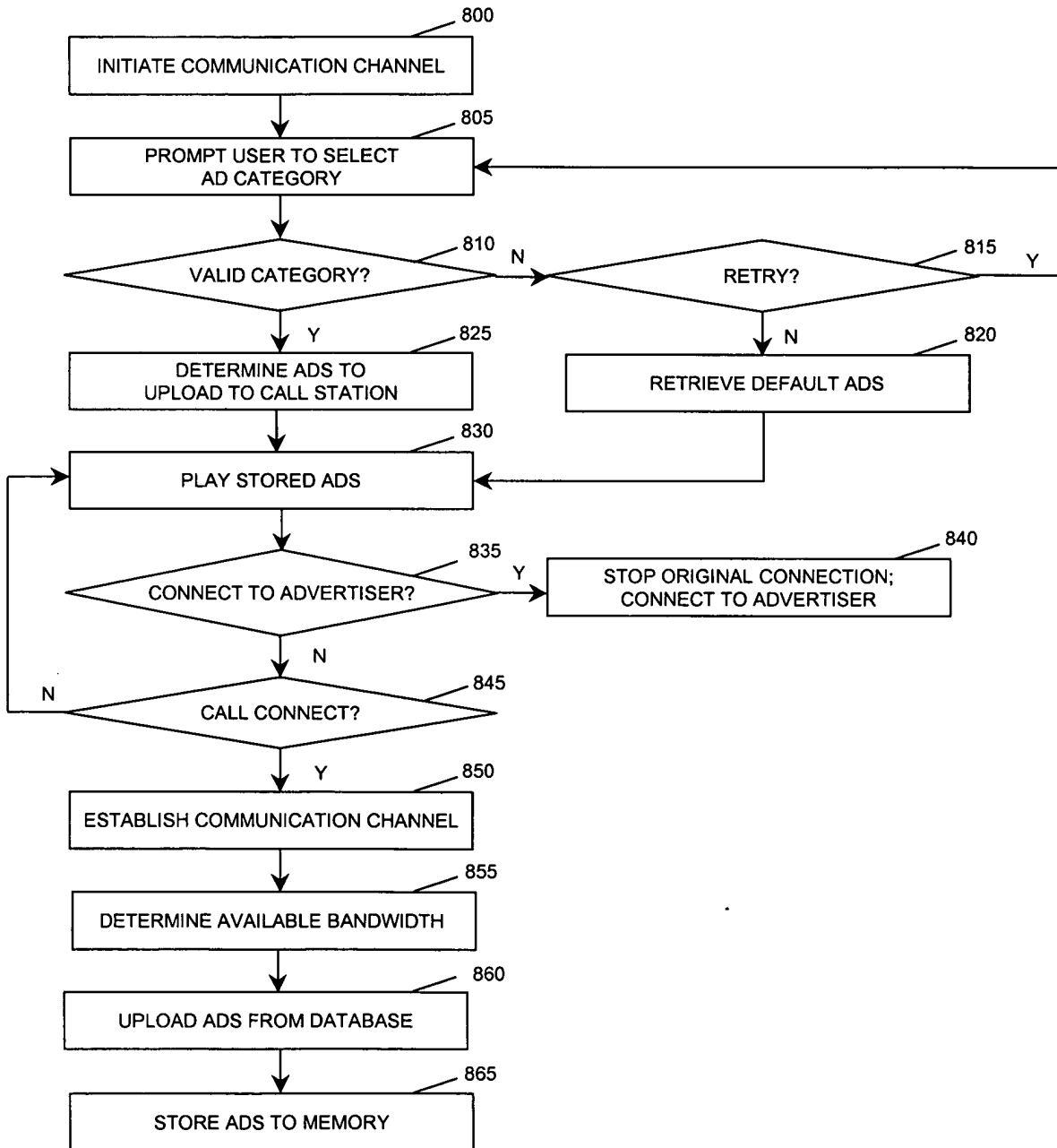




FIG. 18

